BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Subsidiary Diploma in Travel and Tourism Pearson BTEC Level 3 International Foundation Diploma in Travel and Tourism Pearson BTEC Level 3 International Diploma in Travel and Tourism Pearson BTEC Level 3 International Extended Diploma in Travel and Tourism
Unit number and title	**Unit 9: Visitor Attractions**
Learning aim	**C:** Explore how visitor attractions respond to competition and measure their success and appeal
Assignment title	Assignment 3: Competitive Advantage
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You have found employment as a trainee with ALVA (the Association of Leading Visitor Attractions). Your supervisor has been asked to deliver a presentation at an annual tourism conference. The aim of the presentation is to explore how visitor attractions respond to competition and measure their success and appeal. You have been asked to help your supervisor to prepare for the presentation by carrying out some research on her behalf and compiling the information you find into a report. Your report must show good quality written communication and is to include appropriate and accurate terminology. Your supervisor has left some guidance, but the rest is up to you – remember that the more detailed your report is, the happier she will be with you!

Task 1	Using the same attractions when completing Assignments 1 and 2, you must write a report that: ● explains how the two attractions respond to their competitors and analyses why it is important for each attraction to respond to competition ● convincingly and comprehensively evaluates how

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	effectively each attraction does this by examining specific strategies used by each attraction to respond to competition and the reasons for their success or lack of success ● explains and analyses why it is important for the two visitor attractions to measure their success and appeal, including the importance of data analysis and how it might be used ● convincingly and comprehensively evaluates how effectively each attraction measures its success and appeal and the importance of using data analysis.
Checklist of evidence required	● Report

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
9/C.P5	Explain how two different visitor attractions respond to competition
9/C.P6	For two selected visitor attractions, explain the importance of measuring success and appeal and the role of data analysis
9/C.M3	For two selected visitor attractions, analyse the importance of responding to competition and measuring the attraction's appeal, including the role of data analysis
9/C.D3	For two selected visitor attractions, evaluate the effectiveness of the way in which each attraction responds to competition and measures their success and appeal using data analysis

Sources of information to support you with this Assignment	**Textbooks** Dale, G. (2018) *Pearson BTEC National Travel and Tourism Student Book.* Harlow: Pearson **Websites** Learners will need to make extensive use of local, national and international websites that provide information related to Annual Survey visits and customer numbers to visitors attractions when researching individual attractions of their choice. You will find that information about the visitor attractions you choose to investigate can be obtained from: ● The attractions' own websites ● Online travel and tourism review sites ● Printed materials such as brochures and leaflets ● Tourist boards and tourist information centres
Other assessment materials attached to this Assignment Brief	N/A

Note to assessor:

Task 1	It is recommended that Assessors ensure that learners have selected suitable attractions before they begin their Assignment.